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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Thomas Mark Levergood et al.
Appl. No.: 09/548,235
Filed: April 12, 2000
Title: WEB ADVERTISING METHOD
Art Unit: 2155
Examiner: P. Wieder
Docket No.: 113948-026

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LDJ
9-9-02

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Commissioner for Patents
Washington, DC 20231

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated May 2, 2002, please amend the above-identified patent application as follows:

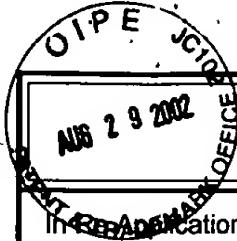
In the Specification:

Please insert the following paragraph at line 21 of page 7:

In an embodiment of the invention, information such as the access history may be used to charge for advertising. For example, advertising charges could be based on link traversals from an advertising page to a product page or based on purchases or transactions resulting from a path including an advertisement.

REMARKS

The present amendment and remarks are in response to the non-final Office Action entered in the above identified case and mailed on May 5, 2002. According to the Examiner a Supplemental Oath or Declaration is required under 37 CFR §1.67 because the application presents a claim for subject matter not originally claimed or embraced in the statement of the invention. The Examiner also objects to the Summary of the Invention portion of the Specification for failing to be commensurate with the scope of the claims. Claims 1-12 are



**TRANSMITTAL LETTER
(General - Patent Pending)**

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Docket No.
113948-026

Application Of: Thomas Mark Levergood et al.

Serial No. 09/548,235	Filing Date 04/12/00	Examiner P. Winder	Group Art Unit 2155
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Title: WEB ADVERTISING METHOD

TO THE ASSISTANT COMMISSIONER FOR PATENTS:

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Transmitted herewith is:

Response to Office Action (12 Pages); and Return Receipt Postcard.

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in the above identified application.

- No additional fee is required.
- A check in the amount of _____ is attached.
- The Assistant Commissioner is hereby authorized to charge and credit Deposit Account No. 02-1818 as described below. A duplicate copy of this sheet is enclosed.
 - Charge the amount of _____
 - Credit any overpayment.
 - Charge any additional fee required.

Signature

Dated: August 23, 2002

Jeffrey H. Canfield, Esq. (38,404)
Bell, Boyd & Lloyd LLC
P.O. Box 1135
Chicago, Illinois 60690-1135
Telephone: (312) 807-4233

I certify that this document and fee is being deposited on Aug. 23, 2002, with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Signature of Person Mailing Correspondence

Robert J. Buccieri

Typed or Printed Name of Person Mailing Correspondence

CC: